

TAHA LABIED

Growth & Campaign Manager · B2B and E-commerce

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EXPERIENCE

Maisons du Monde
Jan 2026 – Present · Paris

E-commerce Project Manager · Freelance

- Run the online commercial calendar aligned with the global marketing strategy, on operations representing up to **€150M** in revenue.
- Coordinate marketing, tech and Product Owners across the full campaign cycle: scoping, reverse planning, deadlines, go-live.
- Analyze conversion and traffic in GA4 and Looker Studio and turn results into optimization recommendations.
- Build landing pages in Prismic CMS and adapt them for international sites.
- Configure offers and promotions in Adobe Commerce / Magento; contributed to the migration from Magento to Adobe Commerce with the Amasty module.

Maison Petit Parc Paris
Sep 2023 – Present · Paris

E-commerce Project Manager · Freelance

- **Built the B2B channel:** signed 25+ partnerships with luxury hospitality and travel accounts (Hyatt, Esprit de France, Queen of Clubs).
- Structured the sales pipeline and raised the conversion rate by **20%**.
- Delivered large-scale events in partnership with major brands (JD Sports, Nike).
- Grew qualified traffic by **35%** through SEO, GEO, paid search and targeted campaigns.
- Grew revenue **27%** year on year.
- Tracked business KPIs (revenue, CAC, LTV) with data-driven reporting.

321 Founded
May – Dec 2022 · Paris

Customer Success Manager · Freelance

- Livelocal, a marketplace promoting tourist activities along the Atlantic coast: managed customer bookings and the platform chat.
- Updated the CRM (HubSpot) and SaaS tools (Intercom, Airtable); proofread and added activity listings.
- Created content on WordPress.

Skilmi (Station F)
Feb – Jul 2021 · Paris

Growth & Data Analyst · Internship

- Analyzed acquisition, traffic and user behavior (Google Analytics, Search Console, Data Studio, Tag Manager, Hotjar).
- Improved organic search (SEO) by aligning keywords with the relevant personas; contributed to the paid search and social Ads strategy.
- Ran a market analysis to identify new segments, built a partnership policy and contributed to tender responses.

EDUCATION

Master in Management, Grande École Programme
2020 – 2023

SKEMA Business School · Paris

Digital strategy · Big data and predictive marketing · Business intelligence · Digital growth

Master's in Finance and Accounting
2015 – 2020

École Nationale de Commerce et de Gestion (ENCG) · Kénitra, Morocco

Strategic management · Financial strategy · Financial and accounting audit

CAMPAIGN SKILLS

- B2B prospecting and partnerships
- Multi-channel campaigns (email, SMS)
- Marketing automation
- Paid search and paid social
- Event activations
- Landing pages and conversion
- KPI tracking: conversion, CAC, LTV

TOOLS

CRM and prospecting
HubSpot, LinkedIn Sales Navigator, Airtable, Notion

Paid acquisition
Google, Meta and TikTok Ads

Analytics
Google Analytics 4, Looker Studio, Search Console, Hotjar

SEO
SEMrush, Ahrefs, Rank Math, Yoast

Web and e-commerce
Adobe Commerce / Magento, WordPress, Prismic, Shopify

SIDE PROJECT

SEMSAR AI · Founder
semsarai.ma, a Moroccan real-estate listings aggregator. Daily social content production automated with AI.

LANGUAGES

English	Fluent
French	Fluent
Arabic	Fluent
Spanish	Intermediate
Portuguese	Basic

INTERESTS

Marathon running, swimming, hiking, guitar, reading